Task Force Implementation Recommendations and Actions

Beautification Task Force-

The Ninety Six Chamber of Commerce had been awarded funding through South Carolina Budget and Control for streetscape improvements. The funds were used to purchase planters, benches, trash receptacles and shrubs for Main and Cambridge Streets. This Funding also provided paint for store facades and awnings in the Paint Ninety Six Program.

Promotion/Marketing/Product Development Task Force-

It was recommended to each entity, The Town Council, The H96DA, the Chamber of Commerce of Ninety Six and the 96 Mill Village Association use the marketing logos as suggested by the Clemson charrette.

It was recommended that new Ninety Six visitors brochures be made available and distributed. As a result of the recommendation, the Chamber implemented the Discover Ninety Six packets and is seeking funding for new visitors brochures.

A niche event promoting Ninety Six was recommended. The Chamber held a very successful event, The Festival of Stars.

It was recommended that each entity develop a website to help promote Ninety Six. The Ninety Six Chamber of Commerce now has a blog, 96chamber@gmail.com. The Town will soon have its website up and running. The website will provide a community calendar, town info and other links that promote Ninety Six.

Tourism/History/Cultural Development-

It was recommended that the H96DA collect and preserve Ninety Six memorabilia and exhibit. The H96DA will be identifying historic structures and taking steps to preserve. Example: Having The Ninety Six Depot listed on the National Historic Register. The H96DA sponsored the Ninety Six Craft and Farmers Market @ The Depot June through September. The H96DA is planning a Heritage Festival in the spring of 2010.

Finance-

Information sessions on available grants and relending programs were presented by Upper Savannah, the Small Business Association and USDA Rural Development.

New/Existing Businesses-

A zip code survey was taken to help determine potential consumers market.

Recommended taking steps to cleanup street issues such as cluttered signage, parking issues and other violations. As a result, ordinances were reviewed and updated to enable enforcement of town ordinances. It's The Law! Newspaper and website articles will be used to create an awareness of such ordinances and enforced.

Identify available buildings and have information available to market. Letters were sent to building owners and reviewed for availability. Several businesses have been located as a result of the letter responses.

Coordinate with Greenwood County building code requirements and enforcement.